

Message Text

UNCLASSIFIED

PAGE 01 LIMA 07462 01 OF 02 061837Z

51

ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 RSC-01 DRC-01 /034 W

----- 052981

R 061632Z SEP 74

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 1793

UNCLAS SECTION 1 OF 2 LIMA 7462

EO 11652 N/A

TAGS: BEXP PE

SUBJ: FY 1975 COMMERCIAL ACTION PROGRAM - PERU

REF: A) STATE A-4304, MAY 31, 1974

B) STATE 188975

INTRODUCTION

THE PROPOSED FY 1975 COMMERCIAL ACTION PROGRAM (CAP) FOR PERU FOLLOWS. IN ITS PREPARATION THE EMBASSY HAS TRIED TO FOLLOW THE INSTRUCTIONS AND FORMAT FORWARDED BY THE AIRGRAM UNDER REFERENCE. THE PROPOSED CAP TAKES INTO CONSIDERATION THE REALITIES OF THE PRESENT SITUATION IN PERU, NAMELY A MILITARY GOVERNMENT WHICH SEEKS ACTIVELY TO DIMINISH THE RELATIVE IMPORTANCE OF THE PRIVATE SECTOR AND WHICH IS DOING EVERYTHING POSSIBLE TO INCREASE THE ROLE OF THE PUBLIC SECTOR IN THE ECONOMIC LIFE OF THE COUNTRY. WITHIN THIS OVERALL CONTEXT, THE GOVERNMENT EXERTS ABSOLUTE AND COMPLETE CONTROL OVER FOREIGN TRADE. THE IMPEDIMENTS TO FOREIGN TRADE IN PERU ARE COVERED IN SEVERAL REPORTS FROM THE EMBASSY AND WILL NOT BE REPEATED (SEE LIMA A-192, AUGUST 22, 1974).

WITH REGARD TO THE REVISED FORMAT FOR THE FY 1975 CAP, THE EMBASSY WOULD LIKE TO RECOMMEND THAT THE MAN-DAY BREAKDOWN NOT INCLUDE CLERK TYPISTS SINCE THIS IS AN UNNECESSARY AND OVERLY DETAILED BREAKDOWN OF WHAT IS IN ANY CASE A RATHER INACCURATE ESTIMATE.

REFTEL POINTED OUT ARA BUREAU USING CAP'S AS GUIDES IN MAKING ALLOTMENTS TO POSTS FOR FY 75. WOULD APPRECIATE FURTHER CLARIFICATION SUCH USE OF CAP'S. EMBASSY HAS INCLUDED MODEST SUMS

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LIMA 07462 01 OF 02 061837Z

FOR REPRESENTATIONAL COSTS WHERE SUCH NEEDS CLEARLY EXIST BUT

HAS NOT ATTEMPT MAKE ANY OTHER IDENTIFICATION OF COSTS SINCE TRAVEL AND PER DIEM DIFFICULT TO IDENTIFY AT THIS STAGE. COMMERCIAL SECTION BUDGET REQUEST FORWARDED BY LIMA-4791, JUNE 14, 1974.

CAMPAIGN NO. 1) MINING AND EARTHMOVING EQUIPMENT (TARGET INDUSTRIES) IN CONNECTION WITH THE UNITED STATES PAVILION AT THE WORLD MINING FAIR DESIGNATED AS COMMERCIAL PRESENCE FAIR.

ANNUAL MAN-DAY ALLOTMENT: FSO4 - R. RUEDA.....76MD;

FSL 7 - R. KCOMT.....50MD; FSL 9 CLK/TYPIST C. ANDERSON.....35MD.

ACTION 1. COMATT: RUEDA WILL CONTINUE TO SOLICIT EXHIBITORS TO FILL UP THE U.S. PAVILION AND TO SIGN UP MAJOR EQUIPMENT MANUFACTURES FOR OUTDOOR EXHIBIT SPACE.

ACTION 2: FSL KCOMT WILL ASSIST THE PAVILION MANAGER IN THE ORGANIZATION AND ADMINISTRATION OF THE PAVILION PRIOR TO AND DURING THE FAIR.

ACTION 3: COMATT. RUEDA WILL PREPARE A PAVILION CATALOGUE TO BE USED IN PRE-FAIR IN-COUNTRY AND OUT-COUNTRY PUBLICITY WITH THE ASSISTANCE AND ADVICE OF USIS.

ACTION 4: USIS WILL SPONSOR AN EXHIBIT AT THE U.S. PAVILION WHICH WILL BE DESIGNATED TO REACH THE MEMBERS OF THE PERUVIAN MINING COMMUNITY AND THE PARTICIPANTS IN THE WORLD MINING CONGRESS WHICH WILL BE MEETING IN LIMA DURING THE FAIR.

ACTION 5: IN CONNECTION WITH U.S. PAVILION ACTIVITIES, THE AMBASSADOR WILL HOLD THREE RECEPTIONS DESIGNED TO ESTABLISH CONTACTS BETWEEN THE EXHIBITORS AND POTENTIAL PURCHASERS.

ACTION 6: COMATT RUEDA WILL SUPERVISE THE GENEAL MARKET SURVEY ALREADY CONTRACTED WHICH HAS ONE OF ITS PRODUCT CATEGORIES THIS TARGET INDUSTRY.

ACTION 7: USING THE CONTACTS DEVELOPED DURING THE FAIR AND THE RESULTS OF THE MARKET SURVEY, FSL KCOMT WILL CANVASS IN PERSON THE MAJOR EXHIBITORS AT THE PAVILION TO DEVELOP INFORMATION FOR T.O. REPORTS.

ACTION 8: ECONOMIC COUNSELOR CHENEY AND ECONOMIC OFFICERS MUNRO AND WOLF WILL CONTINUE TO FOLLOW MAJOR PROJECTS UNDERWAY OR PLANNED WHICH PROVIDE AN OPPORTUNITY FOR SALES OF OUR EQUIPMENT WITH PARTICULAR EMPHASIS ON THE CERRO VERDE AND SANTA ROSA COPPER MINING PROJECTS AS WELL AS SEVERAL SMALLER PROJECTS IN THE MINING FIELD.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 LIMA 07462 01 OF 02 061837Z

CAMPAIGN NO .2) EARTHMOVING EQUIPMENT AND ENGINEERING AND CONSTRUCTION SERVICES. MAJOR PROJECT - CONSTRUCTION AND EQUIPPING OF NORTHERN PERU PETROLEUM PIPELINE.

ANNUAL MAN-DAY ALLOTMENTS: FSO 2 - E. CHENEY15MD;

FSO 4 - G. MUNRO.....20MD; FSO 6 - I. WOLF.....30MD;

FSO 4 - R. RUEDA...30MD; FSL 7 - R. KCOMT.....15MD;

FSL 11 - J. GRANDA15 MD.

ACTION 1: ALL OFFICERS WILL MAINTAIN CONTACTS WITH THE APPRO-

PRIATE GOP OFFICES TO ASSIST IN THE DEVELOPMENT OF DATA FOR A POSSIBLE LOAN APPLICATION TO THE EX-IM BANK FOR FINANCING OF THE PIPELINE.

ACTION 2. EVEN IF EX-IM BANK FINANCING IS NOT FORTHCOMING, ALL OFFICERS WILL IN THEIR CONTACTS WITH GOP OFFICIALS ENCOURAGE THE AWARDED OF ALL, OR A MAJOR PART OF THE CONSTRUCTION CONTRACT TO A U.S. FIRM. (FUNDS ALLOTTED \$100).

ACTION 3: TO THE GREATEST EXTENT POSSIBLE, ENCOURAGE EQUIPMENT PROCUREMENT FROM THE UNITED STATES EVEN IF WE LOSE THE MAJOR CONSTRUCTION CONTRACT.

ACTION 4: USIS WILL OBTAIN A FILM OF THE CONSTRUCTION OF THE OIL PIPELINE IN ECUADOR BY U.S. COMPANIES AND SHOW IT TO SELECT AUDIENCES TO DEMONSTRATE U.S. EXPERTISE IN TRANS ANDIAN PIPELINE CONSTRUCTION. (FUNDS ALLOTTED \$50).

ACTION 5: USING AVAILABLE CONTACTS, FSL GRANDA AND KCOMT WILL DEVELOP AS MANY GTO AS POSSIBLE FOR POTENTIAL EQUIPMENT SALES FOR THE PIPELINE.

UNCLASSIFIED

NNN

UNCLASSIFIED POSS DUPE

PAGE 01 LIMA 07462 02 OF 02 061716Z

51

ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 RSC-01 DRC-01 /034 W
----- 052119

R 061632Z SEP 74

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 1794

UNCLAS SECTION 2 OF 2 LIMA 7462

EO 11652: N/A

CAMPAIGN NO. 3) EQUIPEMTN AND ENGINEERING DESIGN AND CONSTRUCTION SERVICES FOR THE PLANNED CHARCANI V HYDROELECTRIC PLANT IN SOUTHERN PERU.

ANUAL MAN-DAY ALLOTMENTS: FSO 4- R. RUEDA...30MD;
FSO 6 - I WOLF....10MD; FSL 11 - J. GRANDA....15 MD.

ACTION 1: COMATT RUEDA WILL MAINTAIN WEEKLY CONTACTS WITH THE GENERAL MANAGER AND/OR PROJECT MANAGER OR ELECTROPERU TO KEEP INFORMED ON ANY DEVELOPMENTS CONCERNING THIS PROJECT (SEE LIMA'S A-190 - 8/20/74)- (FUNDS ALLOTTED \$50).

ACTION 2: COMATT RUEDA WILL OBTAIN THE REVISED FEASIBILITY STUDY WHEN COMPLETED IN MARCH 1975.

ACTION 3: COMATT RUEDA WILL REPORT TO THE MAJOR PROJECTS DIVISION THE RESULTS OF THE FEASIBILITY STUDY.

ACTION 4: INTERESTED U.S. FIRMS WILL BE ASSISTED IN MAKING DIRECT CONTACTS WITH ELECTROPERU EITHER FOR EQUIPMENT SALES OR FOR ENGINEERING SERVICES.

ACTION 5: APPROPRIATE PTO AND GTO WILL BE PREPARED IN ADVANCE OF PROCUREMENT FOR THIS PROJECT.

ACTION 6: IF APPROPRIATE, DEVELOP THE POSSIBILITY OF EX-IM BANK FINANCING FOR THIS PROJECT TO ASSIST MAJOR EQUIPMENT SALES BY OUR FIRMS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LIMA 07462 02 OF 02 061716Z

CAMPAIGN NO. 4) COLOR TELEVISION

ANNUAL MAN-DAY ALLOTMENTS: FSO 4- R. RUEDA...15MD.

ACTION 1: AS INSTRUCTED, FORM A TASK GROUP TO ENCOURAGE THE ADOPTION BY THE GOP OF THE U.S. COLOR TELEVISION SYSTEM.

ACTION 2: PAO GALLAGHER WILL CONTACT POLICY LEVEL OFFICIALS IN THE GOP RESPONSIBLE FOR MAKING THE FINAL DECISION ON THE ADOPTION OF COLOR TELEVISION TO ENCOURAGE THE ADOPTION OF THE U.S. SYSTEM.

ACTION 3: USIS WILL PROCURE INFORMATIONAL MATERIAL DESIGNED TO SHOW THE ADVANTAGE OF THE U.S. SYSTEM AND DISTRIBUTE THIS INFORMATION TO APPROPRIATE OFFICIALS.

ACTION 4: USIS WILL CONTACT OFFICIALS OF THE TELEVISION STATIONS TO GAIN THEIR SUPPORT FOR THE U.S. SYSTEM.

ACTION 5: COMATT RUEDA WILL CONTACT MANUFACTURERS AND ASSEMBLERS OF TV SETS TO OBTAIN THEIR SUPPORT FOR THE U.S. SYSTEM AND TO USE THEIR INFLUENCE WITH THE GOP TO GAIN AN ADVANTAGE FOR OUR SYSTEM.

ACTION 6: ECONOMIC OFFICER WOLF WILL OBTAIN INFORMATION ON THE RECENT CALI MEETING WHERE REPRESENTATIVES OF THE ANDEAN GROUP COUNTRIES DISCUSS A COMMON COLOR TELEVISION SYSTEM FOR THE REGION.

SURVEY CAMPAIGN

ANNUAL MAN-DAYS ALLOTTED: FSO 4- R. RUEDA...10MD;

FSL 12- R. FALCON...30MD; FSL 11- J. GRANDA...10MD;

FSL 7- R. KCOMT...10MD; FSL 6- CLERK/TYPIST P. HEIGHES..50MD.

ACTION 1: FSL-12 FALCON WILL CARRY OUT A CIMS ON ELECTRONIC CALCULATORS AS REQUESTED BY STATE A-5861, JULY 24, 1974.

ACTION 2; FSL-11 GRANDA WILL DEVELOP TO ON THE FIVE PRODUCT CATEGORIES CHOSEN UNDER THE MARKET RESEARCH STUDY FOR PERU.

ACTION 3: FSL-12 FALCON AND FSL-11 GRANDA WILL DEVELOP PTO BASED ON THE INFORMATION DEVELOPED DURING THE PIMS ON TEXTILE
UNCLASSIFIED
UNCLASSIFIED

PAGE 03 LIMA 07462 02 OF 02 061716Z

MACHINERY (SEE LIMA-A 189, AUGUST 5, 1974).

ACTION 4: COMATT RUEDA AND ECONOMIC OFFICER WOLF WILL CONTINUE TO FOLLOW OTHER MAJOR PROJECTS FOR TARGETS OF OPPORTUNITY FOR U.S. EXPORTS. (FUNDS ALLOTTED \$100).
DEAN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974LIMA07462
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740248-0275
From: LIMA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740969/aaaacgjj.tel
Line Count: 243
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) STATE A-4304, MAY 31, 1974
Review Action: RELEASED, APPROVED
Review Authority: elyme
Review Comment: n/a
Review Content Flags:
Review Date: 12 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 JUL 2002 by maustmc>; APPROVED <29 JAN 2003 by elyme>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 1975 COMMERCIAL ACTION PROGRAM - PERU
TAGS: BEXP, PE
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005